

ECONOMIC DEVELOPMENT ADVISORY COUNCIL
August 13, 2013 Meeting Minutes

I. Call to Order

Chair Brian Polkinghorne called to order the meeting of the Economic Development Advisory Council at 3:01 p.m. on August 13, 2013 at El Segundo City Hall Emergency Operations Center located at 350 Main Street El Segundo, CA 90245.

II. Roll Call:

The following Economic Development Advisory Council members were present:

- Richard Lundquist
- Bill Goodglick
- Sandy Jacobs
- Al Keahi
- Drew Boyles
- Bill Fisher
- Dave Atkinson
- Brian Polkinghorne

The following staff people were present:

- Greg Carpenter, City Manager
- Ted Shove, Economic Development Analyst

III. Presentations

- None

IV. Public Communications:

- None

V. New Business:

- Minutes were approved from the last meeting of July 24, 2013

VI. Continued Business:

- Consideration to assemble sub-taskforce to formulate FY 2013-14 ED strategy. Bill Goodglick, Sandy Jacobs and Drew Boyles volunteered to participate on the sub-taskforce. Their task is to draft an annual ED Strategic Plan with a deadline set for September 10, 2013 at 3:00 p.m. and to work on a five year ED Strategic Plan. Motion was made and approved in favor of 8-0. Brian requested all comments be directed to staff member Ted Shove on or before August 20, 2013
- Bill Goodglick commented that the document was too long and should be formatted in bullet point
- Richard Lundquist suggested the document should be in a brochure or summary format
- Al Keahi requested clarification on making the town spiffy?

- Bill Fisher stated that this is the time to suggest anything and not to think about constraints like budget.
- Ted Shove suggested to include items currently be worked on like the PR Firm
- Greg Carpenter indicated that one of last year's objectives was to regroup this committee.
- Brian Polkinghorne referred to the five year plan and suggested setting up a sub-taskforce to begin working on developing this plan.
- Richard Lundquist suggested waiting until after the annual ED Strategy (recently assigned) to submit to City Council for adoption before moving forward with the five year plan. Further suggesting the EDAC wait until after understanding what the City Council adopts for the annual plan.
- Ted Shove suggested the EDAC take a look at the questions presented by Deborah Martinez from Time Warner Cable.
- Al Keahi suggested waiting until after a PR firm has been retained to see what their recommendations would be moving forward.

VII. Economic Development Advisory Council (EDAC) Comments:

- Brian Polkinghorne – the subcommittee developed a list of nine PR firms. Those firms will be sent information regarding history of El Segundo. And if any are interested then they can come pitch us.
- Al Keahi – discussed PR/Marketing as being a virtual process. He indicated that we should outline specific goals for the creative and some co-op campaigns. We should be interested in seeking large corporations (i.e. Mattel) that would commit to years in a co-op campaign.
- Al Keahi further suggested that the City retain a webmaster in a *pro bono* fashion.
- Brian Polkinghorne – suggested that we let the PR firm do the creative since we only give them bits of information.
- Drew Boyles – Questioned, ‘how do we differentiate ourselves from Santa Monica?’
- Bill Fisher – responded with ‘we are in the middle of the South Bay’.
- Bill Goodglick – only ten years ago Santa Monica was considered taboo. We need to disassociate from the refinery. We are close to the ocean!
- Dave Atkinson – suggests the ‘El Segundo by the Sea’ tag line.
- Richard Lundquist – discussed Campus @ El Segundo and The Pointe development projects. The Pointe is going to change everything, have a large impact. There is projected to be a ‘place’ in the center of the development approximately one acre in size.
- Sandy Jacobs – stated that both small and large business can thrive here. Also suggests renaming Sepulveda to Pacific Coast Highway. Consensus reached.
- Ted Shove – stated that the pursuit of changing Sepulveda’s name to Pacific Coast Highway would be included to the FY 2014 ED Strategy
- Drew Boyles – asked the group, ‘how do we attract younger/tech companies?’ also asked if we can survey the business base
- Ted Shove – we currently visit and survey businesses, we keep track of data in an established database. We can also commit to surveying 50 businesses in the next ED Strategic plan to include 1/3 small, 1/3 medium and 1/3 large and get testimonials.
- Bill Fisher – suggests we change the business license form, provide an incentive to provide email address to the City. The group agreed (consensus), 8-0.
- Drew Boyles – asked the group, ‘how do we know the group is successful?’
- Greg Carpenter – stated that we track benchmarks of various indicators year over year.
- Sandy Jacobs – stated that employers are required to notify the City if a layoff is coming in excess of 100 employees

- Brian Polkinghorne – stated in a way, its good PR for the City if the community knows that the City works on retention to address the layoffs Sandy mentioned. He also indicated that we need to know why businesses closed or moved and maybe the business license system could provide that data.
- Ted Shove indicated that most businesses are reluctant to indicate why they close/relocate and the business license system is more passive in nature. We would only know if a business doesn't renew annually.
- Greg Carpenter mentioned some significant layoffs which included Northrop Grumman and Rhythm & Hues.

The meeting adjourned at 3:56 p.m.

VIII. ADJOURNMENT:

PASSED ON THIS 13 DAY OF AUGUST 2013.